



*We exist to support and promote outstanding opportunities through recreation for children and adults with disabilities in cooperation with Northwest Special Recreation Association.*

**Regular Meeting**  
**January 23, 2024 - 3:30 p.m.**  
**Hybrid Meeting**  
**3000 W. Central Road**  
**Rolling Meadows, IL**  
<https://zoom.us/j/97352699333>  
**Meeting ID: 973 5269 9333**  
**Call In 312.626.6799**

## **AGENDA**

- I. Call to Order  
Roll Call
- II. Introduction of Guests:
  - A. Emily Turi – Intern
  - B. Raquel Rea – Finance Temp
- III. Approval of Agenda
- IV. Conflict of Interest (COI)
- V. **Approval of Minutes –**
- VI. Correspondence
  - A. Written
  - B. Oral
- VII. **Reports: -**
  - A. SLSF Reports –
    1. 2023 Year End Report
    2. 2023 Year End Fundraising Events Comparison
    3. 2023 Year End Sponsorship Update
    4. 2023 Year End Grant Report
    5. 2023 Year End Strategic Goals
    6. 2022 vs. 2023 Annual Appeal Comparison
    7. 2022 vs. 2023 Annual Giving Comparison
  - B. Marketing and Public Relations Report
  - C. NWSRA Program Report – Oral Report
  - D. Presidents Corner – Oral Report
- VIII. Review of Financial Statements/Investments: - Pages
  - A. Benjamin F. Edwards Statement
  - B. Organizational Cash Overview

- C. SLSF Budget vs. Actual
- D. Balance Sheets
- E. Other
  
- IX. Approval of Warrant: -
  - A. Motion to approve Warrant# 12
  
- X. Old Business:
  - A. Conflict of Interest – Oral Reminder
  
- XI. New Business:
  - A. Recognition of Outgoing Board Member:
    - 1. Kathy Nowicki
  
- XII. Information/Action Items:
  - A. 2023 Year in Review
  - B. Board Member Goals for 2024 – Oral
  - C. Board Member Comments
  - D. St. Patrick’s Day Dinner - Oral
  - E. Other
  
- XIII. Comments
  
- XIV. Adjournment

**Mission Statement**

We exist to support children and adults with disabilities through philanthropy for  
Northwest Special Recreation Association

# V. Minutes

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**MINUTES OF THE REGULAR MEETING OF THE BOARD OF TRUSTEES OF  
THE SPECIAL LEISURE SERVICES FOUNDATION  
HYBRID MEETING ON THE 5<sup>th</sup> OF DECEMBER 2023**

Chairman Crook called the meeting to order at 3:33 p.m.

Those present: Amy Charlesworth, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Jay Morgan, Terri Oates, Tom Perkins, Rafal Piontkowski, Erika Strojinc and Kevin Romejko

Absent: Linda Ballantine, Thomas Campone, Dennis Hanson and Kathy Nowicki

Also, present: Andrea Griffin and Rachel Hubsch, Superintendents of Recreation; Tom Draper, Superintendent of Communications and IT; Darleen Negrillo, Superintendent of Administrative Services; Gazmend Meni, Superintending of Finance; Liz Thomas, Foundation Manager; Megan O'Brien, Events Coordinator, Shannon Herrick Support Services Coordinators, and Jessica Vasalos, Administrative Manager, as recording secretary.

Introduction of Guests

Superintendent Negrillo introduced Shannon Herrick, Support Services Coordinator. She then introduced herself to the Board and gave a brief overview of her experience.

Approval of Agenda for December 5, 2023

Chairman Crook asked for a motion to approve the agenda for December 5, 2023. Trustee Oates made the motion and Trustee Romejko seconded the motion.

Upon voice vote, the motion carried.

Approval of Minutes for October 17, 2023

Chairman Crook asked for a motion to approve the minutes from the October 17, 2023, meeting. Trustee Fahnstrom moved the motion and Trustee Oates seconded the motion. Upon voice vote, the motion carried.

Correspondence

Written:

None

Oral:

None

Staff Reports

Superintendent Kiwala reported that the team is currently looking for a part time grant writer as the contract ended with the former grant writer. Unrestricted Fundraising Expenses are primarily for the food at the Gala, which were paid in November. The Capital Expenses will be deferred to 2024 in the amount of \$74,402 for the green house. Executive Director Crawford reported to the Board that financial reports will look a little different moving forward due to the financial software upgrade. She also reviewed what she sees is the future of SLSF and NWSRA and wants to ensure that the history of both agencies is in writing. She wants to focus on the intent of SLSF and NWSRA and ensure that it stays intact. She also reported that the 50<sup>th</sup> Anniversary of NWSRA is next year, and emphasized the importance of there being no questions on why both agencies exist.

### Review of Financial Statements

Superintendent Meni and Executive Director reviewed the financial statements with the Board. Superintendent Kiwala informed the board that \$67,795 has been transferred from the operating account to the reserve/project money market account of this amount \$52,025 is earmarked for the greenhouse and \$15,770 is earmarked for the music room. No questions were raised.

### Warrants:

Chairman Crook asked for a motion to approve Warrant October 31, 2023, in the amount of \$96,615.29. Trustee Fahnstrom made the motion and Trustee Oates seconded the motion. Upon roll being called, the vote was as follows:

AYA: Amy Charlesworth, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Jay Morgan, Terri Oates, Tom Perkins, Rafal Piontikowski, Erika Strojinc, and Kevin Romejko

NAY: None

The motion carried.

Chairman Crook asked for a motion to approve Warrant November 30, 2023 in the amount of \$24,117.36. Trustee Charlesworth made the motion and Trustee Morgan seconded the motion. Upon roll being called, the vote was as follows:

AYA: Amy Charlesworth, Al Crook, Bret Fahnstrom, Anthony Gattuso, Jim Houser, Jay Morgan, Terri Oates, Tom Perkins, Rafal Piontikowski, Erika Strojinc, and Kevin Romejko

NAY: None

The motion carried.

### Old Business

#### Events Wrap Up

Megan O'Brien, Event Coordinator reviewed the events wrap ups for all events:

- Arlington Classic Golf Outing
  - This year's Arlington Classic was held on September 14<sup>th</sup>, and we had 101 golfers in attendance, which is double what we had last year. This was the 2<sup>nd</sup> highest revenue, bringing in \$34,000. This year's Duffer was John Scaletta, a past Village of Arlington Trustee
- Buffalo Grove
  - This year's Buffalo Grove Golf Classic had 125 golfers and brought in the largest grossing amount since the event started. This event is a collaborative event with the Rotary Club of Buffalo Grove.
- Celebrate Ability Gala
  - This year's Celebrate Ability Gala celebrated its 30<sup>th</sup> anniversary and had 193 guests in attendance. The Impact Auction this year raised money for the renovation of the Music Room at the Rolling Meadows Park District. A few new things that were added included a live auction, helicopter raffle, \$20 Red Envelope Raffle and an emcee/auctioneer was hired. 11 more attendees came than in 2022. The event brought in over \$90,000, the first time since 2017.
- Moretti's/NWSRA Golf Classic

- This year's Moretti's/NWSRA Golf Classic had 125 golfers, doubling attendance since last year. We were excited to have 2 presenting sponsors. This event is a partnership with AlaCarte and Moretti's and rotates between Mt. Prospect and Schaumburg.
- Women's Golf Outing
  - This year's Women's golf outing was held on August 30<sup>th</sup>. We had 110 golfers and 18 caddies. The Caddy auction brought in \$12,226 and this was the highest grossing year at \$35,000.

Conflict of Interest

Superintendent Kiwala reminded the Board that there are a few Board Members that have not completed the Conflict of Interest Policy statement. She informed the Board that she will resend the Policy statement to those members that are still outstanding.

New Business

Approval of Legal Counsel

Superintendent Kiwala asked for a motion to approve the appointment of legal counsel – Robbins, Schwartz, Nicholas, Lifton & Taylor, Ltd.. Trustee Charlesworth made the motion and Trustee Romejko seconded the motion to approve the appointment of legal counsel – Robbins, Schwartz, Nicholas, Lifton & Taylor, Ltd. Upon roll being called, the vote was as follows:

AYA: Linda Ballantine, Amy Charlesworth, Bret Fahnstrom, Anthony Gattuso, Jay Morgan, Jay Morgan, Terri Oates, Tom Perkins, Rafal Piontikowski, Ryan Risinger, Kevin Romejko and Dave Speers

NAY: None

The motion carried.

Appointment of President

Chairman Crook asked for a motion to approve Tracey Crawford as President of SLSF with Resolution R2023-3. Trustee Oates made the motion and Trustee Gattuso seconded the motion to approve Resolution R2023-3 appointing Tracey Crawford as President. Upon roll being called, the vote was as follows:

AYA: Linda Ballantine, Amy Charlesworth, Bret Fahnstrom, Anthony Gattuso, Jay Morgan, Jay Morgan, Terri Oates, Tom Perkins, Rafal Piontikowski, Ryan Risinger, Kevin Romejko and Dave Speers

NAY: None

The motion carried.

Information/Action Items

Proposed Budget 2024

Superintendent Kiwala reviewed some of the items within the budget. She reviewed the following:

PYE 2023 Budget Variance Explanations – pg. 41 of board packet.

- Restricted Fundraising Revenue – over budget by \$23,700 due to the Palatine Hills Golf Classic and Moretti’s Golf Outings increased registration and sponsorship. – New Presenting sponsor gold rush gaming
- Unrestricted Donations – Brought in \$34,600 over budget due to the \$20,000 for ride for autism Chicago event and \$20,000 one-time individual donation.
- Grants Given – We gave more to general programming, so we are over in that line for expenses and under in the other 4 pillars due to covering expenses related to the PURSUIT program.
- Capital Improvement Expenses – under budget by \$74,400 due to construction of the Accessible Greenhouse being delayed to 2024. All that was paid out for this project in 2023 was the \$50,000 in grant funding from 2022 that needed to be spent this year. The remainder of the Accessible Greenhouse expenses will occur in 2024.

FY24 Proposed Budget – p. 45 of board packet.

- The line-item descriptions and justifications document on p.46 of the board packet outlines any line items that are markedly above or below PYE 2023.

FY24 Line-item descriptions and justifications – p.46 of board packet.

- REVENUE
- Restricted Fundraising – increase of nearly \$10,000 due to increasing registration cost and budgeting sell out events.
- Unrestricted Fundraising – higher than PYE by about \$57,000 due to increasing registration cost for several events, adding St. Patrick’s Day Dinner event, and budgeting for fundraising campaign revenue from the Fun Pasta and DoubleGood Popcorn campaigns with previously were funneled into Unrestricted Donations.
- Unrestricted Donations – lower by around \$30,000 because we moved the fundraising campaign revenue to the fundraising revenue line and taking out \$20,000 one-time donations for 2023.
- EXPENSES
- Education/Training – higher for 2024 due to two attending a nonprofit storytellers conference and CMP certification for event coordinator – education expenses were low in 2023.
- Marketing – new line item for 2024
- Unrestricted Fundraising – budgeted to spend about \$50,800 more than 2023 due to adding the St. Patrick’s Day Dinner and budgeted all events as sell outs.
- Grants to NWSRA – budgeted to give total of \$350,000, about \$52,700 more than last year.
- Investment Transfer - \$45,000 for the greenhouse contingency – could be used for increased ask amount also.

#### Capital Projects

- Each project shows the expenses that will be incurred in 2024 and any revenue secured for the project in previous years to get a true snapshot of net expenses for that project for FY2024. All of the expenses for both of those projects were secured prior to 2024 and will be held in the Reserve/Project Money Market Account.

Superintendent Kiwala asked for a motion to approve the proposed budget for FY2024. Trustee Crook made the motion and Trustee Gattuso seconded the motion to approve the proposed budget for FY2024. Upon roll being called, the vote was as follows:

AYA: Linda Ballantine, Amy Charlesworth, Bret Fahnstrom, Anthony Gattuso, Jay Morgan, Jay Morgan, Terri Oates, Tom Perkins, Rafal Piontikowski, Ryan Risinger, Kevin Romejko and Dave Speers

NAY: None

The motion carried.

#### 2024 Event Calendar

Megan O'Brien, Event Coordinator reviewed the event calendar with the Board.

#### Board Member Comments

None

#### Holiday Luncheon

Foundation Coordinator O'Brien reminded the Board that the Annual Holiday Luncheon is on December 13, 2023, at noon.

#### NWSRA Grant

Superintendents Kiwala and Hubsch reviewed with the Board the NWSRA Grant/Ask for FY2023. They reminded the Board that this was approved with the budget in December 2022 and is the final installment of the year.

#### Adjournment

Being no further business to come before the Board, Chairman Crook called for a motion to adjourn the meeting at 4:28 pm. Trustee Oates made the motion and Trustee Perkins seconded the motion to adjourn. Upon voice vote, the motion carried.

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Secretary

# VII.Reports

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Date: January 2024  
To: Tracey Crawford, Executive Director  
From: Anne Kiwala, Superintendent of Development  
RE: SLSF Update for January SLSF Board Meeting

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**Events:** The FY 2023 Fundraising Events budgeted amount is \$270,740. Some sponsorship dollars are included in the fundraising events revenue. To date, fundraising event revenue is \$339,321.46. Increase in event revenue is attributed to increased event attendance and increase in sponsorships.

The Celebrate Ability Gala, which celebrated its 30<sup>th</sup> anniversary, was held on November 4<sup>th</sup>. There were 193 attendees, which is 11 more than 2022. The impact auction at this year's gala raised \$15,770 to renovate the NWSRA music room at the Rolling Meadows Community Center. New for the gala this year was the \$20 Red Envelope Raffle and a professional auctioneer and emcee, both of which were profitable.

**Sponsorships:** Sponsorship dollars are part of the SLSF event budgets. In FY 2023, SLSF secured \$131,075 in sponsorship, which is 134% of the budgeted revenue of \$97,500. This increase is due in part to presenting sponsors being secured for two of the golf outings, as well as surpassing sponsorship goals for all but one event in 2023. SLSF continues to see an increase in visibility with companies in its service area as a result of participation in networking and chamber groups.

**Grants:** In FY 2023, SLSF received \$134,653.36 in grant funds which is 105% of the FY 2023 SLSF budgeted amount of \$127,500. 5 new grantors gave to SLSF in FY 2023. The foundation submitted for a total of \$286,970 in grant funding as well as an additional \$145,000 in letters of inquiry to private foundations. The primary areas submitted for grant funding were The Accessible Greenhouse and General Programming.

**Grants to NWSRA:** In FY 2023, SLSF budgeted to provide \$297,303.33 in grants to NWSRA for 2023. At year end, SLSF granted \$232,949.69 to NWSRA and made a direct payment to Clearbrook for PURSUIT expenses in the amount of \$42,913. In addition to the pillar grants, SLSF also funded \$50,000 toward the Accessible Greenhouse project.

#### **General Donations for 2023**

Restricted Donations = \$2,138.73  
Unrestricted Donations = \$129,279.69  
TOTAL = \$131,418.42

SLSF saw a 48.7% increase in donations in FY 2023 as compared to FY 2022. The majority of this increase can be accounted to the \$20,000 donation from the Ride for Autism Chicago and a large \$20,000 individual donation. There was also an 89% increase in memorial donations in 2023 compared to 2022, for a total of \$11,429.29.

## 2022 - 2023 SLSF Fundraising Events Comparisons

Events		2022	2023	Difference
<b>Gold Medal Fashion Show</b>	<b>Gross</b>	\$ 48,389.00	\$ 59,775.97	\$ 11,386.97
	<b>Expense</b>	\$ 21,411.57	\$ 25,352.03	\$ 3,940.46
	<b>Net</b>	\$ 26,977.43	\$ 34,423.94	\$ 7,446.51
	<b># attending</b>	333	459	126
	<b>cost per person</b>	\$ 64.30	\$ 55.23	\$ (9.07)
	<b>revenue per person</b>	\$ 145.31	\$ 130.23	\$ (15.08)
<b>Palatine Hills Golf Classic</b>	<b>Gross</b>	\$ 25,010.32	\$ 30,413.39	\$ 5,403.07
	<b>Expense</b>	\$ 7,558.19	\$ 9,674.61	\$ 2,116.42
	<b>Net</b>	\$ 17,452.13	\$ 20,738.78	\$ 3,286.65
	<b># attending</b>	93	126	\$ 33.00
	<b>cost per person</b>	\$ 81.27	\$ 76.78	\$ (4.49)
	<b>revenue per person</b>	\$ 268.93	\$ 241.38	\$ (27.55)
<b>Bridges of Poplar Creek</b>	<b>Gross</b>	\$ 10,846.00	\$ 11,414.82	\$ 568.82
	<b>Expense</b>	\$ 4,173.58	\$ 5,482.02	\$ 1,308.44
	<b>Net</b>	\$ 6,672.42	\$ 5,932.80	\$ (739.62)
	<b># attending</b>	48	71	\$ 23.00
	<b>cost per person</b>	\$ 86.95	\$ 77.21	\$ (9.74)
	<b>revenue per person</b>	\$ 225.96	\$ 160.77	\$ (65.19)
<b>Top Golf Outing</b>	<b>Gross</b>	\$ 5,480.00	\$ -	\$ (5,480.00)
	<b>Expense</b>	\$ 2,899.98	\$ 0.00	\$ (2,899.98)
	<b>Net</b>	\$ 2,580.02	\$ -	\$ (2,580.02)
	<b># attending</b>	78	0	\$ (78.00)
	<b>cost per person</b>	\$ 37.18	\$ -	\$ (37.18)
	<b>revenue per person</b>	\$ 70.26	\$ -	\$ (70.26)
<b>Buffalo Grove Classic</b>	<b>Gross</b>	\$ 41,502.29	\$ 44,211.77	\$ 2,709.48
	<b>Expense</b>	\$ 9,677.29	\$ 14,626.30	\$ 4,949.01
	<b>Net</b>	\$ 31,825.00	\$ 29,585.47	\$ (2,239.53)
	<b># attending</b>	108	125	\$ 17.00
	<b>cost per person</b>	\$ 89.60	\$ 117.01	\$ 27.41
	<b>revenue per person</b>	\$ 384.28	\$ 353.69	\$ (30.59)
<b>Moretti's/NWSRA Golf Classic</b>	<b>Gross</b>	\$ 16,755.00	\$ 33,650.47	\$ 16,895.47
	<b>Expense</b>	\$ 3,680.83	\$ 5,115.91	\$ 1,435.08
	<b>Net</b>	\$ 13,074.17	\$ 28,534.56	\$ 15,460.39
	<b># attending</b>	62	125	\$ 63.00
	<b>cost per person</b>	\$ 59.37	\$ 40.93	\$ (18.44)
	<b>revenue per person</b>	\$ 270.24	\$ 269.20	\$ (1.04)
<b>Women's Only Outing</b>	<b>Gross</b>	\$ 24,040.00	\$ 35,461.25	\$ 11,421.25
	<b>Expense</b>	\$ 6,119.56	\$ 8,122.27	\$ 2,002.71
	<b>Net</b>	\$ 17,920.44	\$ 27,338.98	\$ 9,418.54
	<b># attending</b>	90	110	\$ 20.00
	<b>cost per person</b>	\$ 68.00	\$ 73.84	\$ 5.84
	<b>revenue per person</b>	\$ 267.11	\$ 322.38	\$ 55.26
<b>Arlington Classic</b>	<b>Gross</b>	\$ 27,771.00	\$ 34,119.72	\$ 6,348.72
	<b>Expense</b>	\$ 6,384.18	\$ 4,890.76	\$ (1,493.42)
	<b>Net</b>	\$ 21,386.82	\$ 29,228.96	\$ 7,842.14
	<b># attending</b>	62	101	\$ 39.00
	<b>cost per person</b>	\$ 102.97	\$ 48.42	\$ (54.55)
	<b>revenue per person</b>	\$ 447.92	\$ 337.82	\$ (110.10)
<b>Celebrate Ability</b>	<b>Gross</b>	\$ 82,006.83	\$ 90,274.07	\$ 8,267.24
	<b>Expense</b>	\$ 29,347.53	\$ 32,154.98	\$ 2,807.45
	<b>Net</b>	\$ 52,659.30	\$ 58,119.09	\$ 5,459.79
	<b># attending</b>	182	193	\$ 11.00
	<b>cost per person</b>	\$ 161.25	\$ 166.61	\$ 5.36
	<b>revenue per person</b>	\$ 450.59	\$ 467.74	\$ 17.15
<b>Totals</b>	<b>Gross</b>	\$ 281,800.44	\$ 339,321.46	\$ 57,521.02

# 2022 - 2023 SLSF Fundraising Events Comparisons

	<b>Expense Net</b>	\$ 91,252.71	\$ 105,418.88	\$ 14,166.17
		\$ 190,547.73	\$ 233,902.58	\$ 43,354.85
<b>Hole Sponsor and Business Hole Sponsor Deal</b>		\$ 4,800.00	\$ 5,600.00	\$ 800.00
<b>Totals with HSD/BHSD</b>	<b>Gross</b>	\$ 286,600.44	\$ 344,921.46	\$ 58,321.02
	<b>Expense</b>	\$ 91,252.71	\$ 105,418.88	\$ 14,166.17
	<b>Net</b>	\$ 195,347.73	\$ 239,502.58	\$ 44,154.85

Change in revenue per person      \$                    (177.13) (as of 11/22/2023)

# 2023 Actual Vs. Budget

Events		2023	Budget	Difference
<b>Gold Medal Fashion Show</b>	Gross*	\$ 59,775.97	\$ 61,420.00	
	Expense	\$ 25,352.03	\$ 27,027.00	
	Net*	<b>\$ 34,423.94</b>	<b>\$ 34,393.00</b>	\$ 30.94
	# attending	459	412	
	cost per person	\$ 55.23	\$ 65.60	
<b>Palatine Hills Golf Classic</b>	Gross	\$ 30,413.39	\$ 24,830.00	
	Expense	9,674.61	\$ 8,650.00	
	Net	<b>\$ 20,738.78</b>	<b>\$ 16,180.00</b>	\$ 4,558.78
	# attending	126	60	
	cost per person	\$ 76.78	\$ 144.17	
<b>Bridges of Poplar Creek</b>	Gross	\$ 11,414.82	\$ 12,425.00	
	Expense	\$ 5,482.02	\$ 5,506.00	
	Net	<b>\$ 5,932.80</b>	<b>\$ 6,919.00</b>	\$ (986.20)
	# attending	71	45	
	cost per person	\$ 77.21	\$ 122.36	
<b>Buffalo Grove Classic</b>	Gross	\$ 44,211.77	\$ 42,250.00	
	Expense	\$ 14,626.30	\$ 12,808.00	
	Net	<b>\$ 29,585.47</b>	<b>\$ 29,442.00</b>	\$ 143.47
	# attending	125	90	
	cost per person	\$ 117.01	\$ 142.31	
<b>Moretti's/NWSRA Golf Classic</b>	Gross	\$ 33,650.47	\$ 15,200.00	
	Expense	\$ 5,115.91	\$ 5,605.00	
	Net	<b>\$ 28,534.56</b>	<b>\$ 9,595.00</b>	\$ 18,939.56
	# attending	125	46	
	cost per person	\$ 40.93	\$ 121.85	
<b>Women's Only Outing</b>	Gross	\$ 35,461.25	\$ 24,200.00	
	Expense	\$ 8,122.27	\$ 8,173.50	
	Net	<b>\$ 27,338.98</b>	<b>\$ 16,026.50</b>	\$ 11,312.48
	# attending	110	80	
	cost per person	\$ 73.84	\$ 102.17	
<b>Arlington Classic</b>	Gross	\$ 34,119.72	\$ 22,915.00	
	Expense	\$ 4,890.76	\$ 5,900.00	
	Net	<b>\$ 29,228.96</b>	<b>\$ 17,015.00</b>	\$ 12,213.96
	# attending	101	59	
	cost per person	\$ 48.42	\$ 100.00	
<b>Celebrate Ability</b>	Gross	\$ 90,274.07	\$ 61,750.00	
	Expense	\$ 32,154.98	\$ 24,500.00	
	Net	<b>\$ 58,119.09</b>	<b>\$ 37,250.00</b>	\$ 20,869.09
	# attending	193	180	
	cost per person	\$ 166.61		
<b>Totals</b>	Gross	\$ 339,321.46	\$ 264,990.00	\$ 74,331.46
	Expense	\$ 105,418.88	\$ 98,169.50	
	Net	<b>\$ 233,902.58</b>	<b>\$ 166,820.50</b>	\$ 67,082.08
<b>Hole Sponsor and Business Hole Sponsor Deal</b>	Gross	\$ 5,600.00	\$ 4,250.00	
<b>Totals with HSD/BHSD</b>	Gross	\$ 344,921.46	\$ 269,240.00	\$ 75,681.46
	Expense	\$ 105,418.88	\$ 98,169.50	\$ 7,249.38
	Net	<b>\$ 239,502.58</b>	<b>\$ 171,070.50</b>	\$ 68,432.08

Date: January 2024  
 To: Tracey Crawford  
 From: Liz Thomas, Foundation Manager  
 RE: Sponsorship and Additional Campaigns Update

**Sponsorships:** Sponsorship dollars are part of the SLSF event budgets. In 2023 SLSF budgeted \$97,500.00 and received \$131,075.00 in event sponsorship. In 2024 SLSF budgeted \$139,500 in event sponsorship.

Event	Sponsorship in 2024	Budgeted in 2024	Sponsorship in 2023	Notes
Gold Medal Fashion Show	\$19,750.00	\$18,000.00	\$16,500.00	February 25, 2024
St. Patrick's Day Dinner	\$400.00	\$5,000.00	N/A	March 9, 2024
Bridges of Poplar Creek		\$10,000.00	\$2,400.00	June 6, 2024
Palatine Hills Golf Outing		\$10,000.00	\$9,100.00	June 26, 2024
Buffalo Grove Golf Outing		\$25,000.00	\$24,650.00	August 7, 2024
Moretti's/NWSRA Golf Classic		\$17,500.00	\$16,625.00	August 14, 2024
Women's Golf Outing		\$10,000.00	\$9,600.00	August 28, 2024
Arlington Classic Golf Outing		\$14,000.00	\$13,100.00	September 12, 2024
Celebrate Ability Gala		\$30,000.00	\$33,500.00	October 18, 2024
<b>Total</b>		<b>\$139,500.00</b>	<b>\$131,075.00</b>	

**Additional Campaigns**

Campaign	Revenue in 2024	Budgeted in 2024	Revenue in 2023	Notes
Flower Power	N/A	N/A	\$520.00	Not running in 2024
Brackets for Ability	N/A	N/A	\$520.00	Not running in 2024
Fun Pasta Fundraiser		\$1,000.00	\$965.18	July 8 – 31, 2024
Double Good Popcorn		\$4,000.00	\$7,073.00	December 2 – 6, 2024
<b>TOTAL</b>		<b>\$5,000.00</b>	<b>\$9,078.18</b>	

## Grant Activity Report - December 2023

The following is a list of 2023 grant activity on behalf of SLSF/NWSRA

Applied for Funding					
Grant Type	Name	Purpose	Amount Requested	Status	Notes
Governmental*	Illinois Department of Transportation	Accessible Transportation	\$ 75,000.00	Pending	IDOT grants vehicles to non-profit agencies through the Paratransit Vehicle Program. SLSF applied for a federal grant for a 14-passenger accessible van on 5/2/22. If awarded, estimated delivery is summer of 2024.
Township	Palatine Township	Accessible Transportation	\$ 8,000.00	Pending	Submitted on 10/05/23 for 2024-2025 Funding.
Township	Schaumburg Township	Scholarships	\$ 2,500.00	Pending	Submitted to Mental Health Board on 10/27/23 for 2024-2025 Funding.
Township	Elk Grove Township	Accessible Transportation	\$ 10,000.00	Pending	Submitted on 10/30/23 for 2024-2025 Funding.
Private	Northwest Community Helathcare	General Programming	\$ 4,000.00	Pending	Submitted on 10/30/23 for 2024-2025 Funding.

Denied					
Private	Looking Out Foundation	Music Room	\$ 2,500.00	No Response	Submitted in 2022 for 2023 Funding for updating the Music Room.
Private	Mitsubishi Electric	General Programming	\$ 5,000.00	No Response	Submitted 2/29/2023 for 2023 Funding.
Private	Benjamin Green-Field Foundation	Accessible Greenhouse	\$ 50,000.00	Denied	Submitted on 3/13/23 for 2023 Funding.
Private	Costco Foundation	Unrestricted	\$ 15,000.00	Denied	Submitted on 3/27/23 for 2023 Funding. Denied 5/9/2023.
Private	Rotary Club of Buffalo Grove	General Programming	\$ 2,000.00	Denied	Submitted on 4/28/23 for supplies for PURSUIT Buffalo Grove.
Private	Labcorp World Foundation	Accessible Greenhouse	\$ 10,000.00	Denied	Submitted on 5/31/23 for 2023 Funding.
Private	Nicor Gas	Accessible Transportation	\$ 5,000.00	Denied	Submitted on 6/19/23 for 2023 Funding.
Private	Daniel and Ada Rice Foundation	General Programming	\$ 15,000.00	Denied	Submitted on 8/28/23 for 2023 Funding. General Operating. Denied 12/15/23
Private	George Eisenberg Foundation	General Programming	\$ 10,000.00	No Response	Submitted on 4/30/23 for 2023 Funding. Expected response 11/30/2023
Private	NorthSide Community Bank Charitable Foundation	Scholarships	\$ 2,000.00	No Response	Submitted on 3/14/23 for 2023 Funding.
Private	North Shore Gas	Accessible Greenhouse	\$ 10,000.00	No Response	Submitted on 7/24/23 for 2023 Funding. Expected response 12/01/2023.

Approved					
Grant Type	Name	Purpose	Amount Approved	Received	Notes
Private	All Saints Lutheran Church	Unrestricted	\$ 2,000.00	\$ 2,000.00	Received on 1/3/23 - grant will likely recur.
Private	Northwest Community Healthcare	Unrestricted	\$ 4,000.00	\$ 4,000.00	Received on 1/3/23.
Private	Mt. Prospect Jr. Women's Club	General Programming	\$ 500.00	\$ 500.00	Submitted in 2022 for PURSUIT.
Township	Palatine Township	Transportation	n/a	\$ 1,350.00	Remaining monthly payments from grant approved in 2022.
Township	Elk Grove Township	Transportation	n/a	\$ 4,000.00	Monthly payment from \$10,000 grant approved in 2022.
Private	The Tallanian Costello Fund	Unrestricted	\$ 7,500.00	\$ 7,500.00	Funding received 3/2/23.
Private	Rotary Club of Palatine	Scholarships	\$ 4,000.00	\$ 4,000.00	Applied in 2022 for 2023 funding. Received on 3/14/23.
Township	Elk Grove Township	Transportation	\$ 10,000.00	\$ 6,000.00	Submitted on 11/14/22 for 2023-2024 Funding. Will receive over 10 months
Township	Schaumburg Township	Scholarships	\$ 2,000.00	\$ 2,000.00	Submitted on 10/31/22 for 2023 Funding. Funded 3/30/23
Private	Rotary Club of Schaumburg-Hoffman Estates	General Programming	\$ 4,000.00	\$ 4,000.00	Submitted on 2/29/23 for supplies for the Vogelei House. Funded 6/12/23.
Private	Arlington Heights Lions Club	Scholarships	\$ 3,000.00	\$ 3,000.00	Submitted on 4/14/23 received 4/19/23.
Private	Barrington Junior Women's Club	Scholarships	\$ 1,000.00	\$ 1,000.00	Submitted on 3/28/23 for 2023 Funding.
Township	Palatine Township	Transportation	\$ 8,000.00	\$ 5,333.36	Submitted for \$6,000 on 9/29/22 for the 2023-2024 cycle. Monthly payments.
Private	The Elko Family	General Programming	\$ 3,000.00	\$ 3,000.00	Long time supporter of PURSUIT.
Private	The A. Montgomery Ward Foundation, Bank of America, N.A., Co-Trustee.	General Programming	\$ 5,000.00	\$ 5,000.00	Submitted in 2022 for Music Room Improvements. Funds 6/30/23.
Private	Geico Philanthropic Foundation	General Programming	\$ 6,500.00	\$ 6,500.00	Submitted by PURSUIT family member though Geico. Restricted to PURSUIT.
Private	Rotary Club of Elk Grove Village	General Programming	\$ 1,000.00	\$ 1,000.00	Given at Rotary Fest 7/19/23
Private	Wheaton Franciscan Sisters	Accessible Greenhouse	\$ 50,000.00	\$ 50,000.00	Submitted on 6/19/23 for 2023 Funding.
Private	Palatine Jaycees	Accessible Transportation	\$ 750.00	\$ 750.00	Submitted on 6/19/23, funded on 9/22/2023
Private	Zurich North America	Scholarships	\$ 15,000.00	\$ 15,000.00	Submitted on 11/13/23 for 2023 Funding. Funded on 1/2/2024
Private	Rotary Club of Arlington Heights	Scholarships	\$ 2,000.00	\$ 2,000.00	Submitted on 10/30/23, funded on 11/30/23.
Private	Pajeau Children's Foundation	Scholarships	\$ 1,720.00	\$ 1,720.00	Submitted on 5/23/23, funded on 12/15/23.
Private	The Max Goldenberg Foundation	Scholarships	\$ 5,000.00	\$ 5,000.00	Submitted on 5/23/23 for 2023 Funding. Awarded 12/27/23
			<b>Total Proposed Amount from Grants</b>	<b>\$ 286,970.00</b>	
			<b>Total Approved Grant Money in 2023</b>	<b>\$ 135,970.00</b>	
			<b>Total Grant Money Received in 2023**</b>	<b>\$ 134,653.36</b>	
			<b>Budgeted Amount</b>	<b>\$ 127,500.00</b>	

\*Governmental grants will not count toward the SLSF total, as funding goes directly to NWSRA

\*\*Total amount received is greater than total amount approved due to some funds received being approved in 2022

# Core Strategy 1: Community Engagement

## Strategy 1A. Increase outreach to new and existing Businesses and Corporations in NWSRA footprint

Goal	Department	Point Person	Quarter Objective	Objective Completed
Build relationships with businesses and corporations within Hoffman Estates, Schaumburg, South Barrington, and Streamwood, communities for involvement in Moretti's and Bridges golf outings.	SLSF	Liz/Megan	<b>Q1:</b> Attend networking events <b>Q2:</b> Host chamber event <b>Q3:</b> Volunteer at chamber events <b>Q4:</b> Attend networking events	<b>Q1:</b> Attended 56 networking events <b>Q2:</b> Attended 79 networking events <b>Q3:</b> Volunteered at Pal/RM chamber golf, Hoffman Golf, Wheeling Golf, <b>Q4:</b> Attended 267 networking events total for the year.
Implement networking tracker to strategize relationships for involvement in SLSF events.	SLSF	Anne/Liz/Megan	<b>Q1:</b> Finalize Tracker <b>Q2:</b> Use tracker to strategize networking outcomes <b>Q3:</b> Continue use <b>Q4:</b> Continue use and evaluate to revise for 2024	<b>Q1:</b> Tracker finalized, team started to implement <b>Q2:</b> Team utilizing tracker to organize networking goals <b>Q3:</b> Team utilizing tracker to organize networking goals <b>Q4:</b> Team utilizing tracker to organize networking 2024 goals

## Strategy 1B. Increase outreach to new and existing individual donors in NWSRA footprint

Goal	Department	Point Person	Quarter Objective	Objective Completed
Continue development of Event 10 program. Target individuals that only attend events to expand and diversify involvement.	SLSF	Liz/Megan	<b>Q1:</b> Review fashion show <b>Q2:</b> Review golf outings <b>Q3:</b> Review golf outings <b>Q4:</b> Review gala	<b>Q1:</b> Team met to determine event 10 for fashion show and will contact donors <b>Q2:</b> Team met for Palatine and Bridges <b>Q3:</b> Team met for Morretti's and Buffalo Grove <b>Q4:</b> Team met for Arlington, Women's, and Gala.
Identify fundraising efforts of the Booster Club and maximize revenue	SLSF/ Superintendent of Recreation	Liz/Rachel/Courtney	<b>Q1:</b> Meet with booster to identify fundraisers <b>Q2:</b> Implement dine to donate and apparel stores <b>Q3:</b> Implement dine to donate and apparel stores <b>Q4:</b> Implement dine to donate and apparel stores	<b>Q1:</b> Booster fundraisers set for the year <b>Q2:</b> Had 2 Dine to Donate and 1 apparel store <b>Q3:</b> Set meeting to pass Booster to Courtney <b>Q4:</b> Had meeting to pass Booster to the Athletics Department.

# Core Strategy 1: Community Engagement

## Focus 1C. Identify collaborative opportunities with external organizations, corporations, groups and other entities

Goal	Department	Point Person	Quarter Objective	Objective Completed
Identify agencies, organizations, groups, and businesses that support community initiatives within the NWSRA footprint and coincide with SLSF events.	SLSF	Liz	<b>Q1:</b> Review social service group list for potential partnerships <b>Q2:</b> Contact at least 3 groups <b>Q3:</b> Research groups that villages run <b>Q4:</b> Use LinkedIn and Facebook accounts to contact organizations	<b>Q1:</b> Contacted all Social Service groups to present, contacted Kiwanis for partnership <b>Q2:</b> Contacted groups with previous no responses and added new groups. <b>Q3:</b> Created a list of additional outside groups not all through village. <b>Q4:</b> Updated grid for 2024 contacting
Identify large companies and corporations in NWSRA's footprint that align with SLSF's efforts.	SLSF	Anne/Misty	<b>Q1:</b> Research Company Foundations in service area <b>Q2:</b> Identify that have similar values and opportunities <b>Q3:</b> Submit to at least 3 new company foundations <b>Q4:</b> Submit to at least 2 additional company foundations	<b>Q1:</b> 5 Company Foundations identified <b>Q2:</b> Submitted to North Shore Gas, Costco, Lab Corp, and Nicor Gas <b>Q3:</b> Primarily family foundations submitted for funding. Dr. Scholl's Foundation Grant research. <b>Q4:</b> Submitted to 2 company foundations.

\* Goal Carried over from the 2022 Strategic Plan

## Core Strategy 2: Marketing/Communication

Strategy 2A. Develop a marketing plan for each individual event				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop collaboration between SLSF and marketing team	SLSF/Marketing	Anne/Tom	<b>Q1:</b> SLSF staff designs social media plan, marketing executes graphics <b>Q2:</b> Marketing team meet with SLSF team to discuss social and website analytics <b>Q3:</b> Look to hire marketing intern <b>Q4:</b> Set completion dates for 2024 event marketing materials to be complete in January	<b>Q1:</b> Marketing plans updated by SLSF <b>Q2:</b> Meeting scheduled, marketing intern hired <b>Q3:</b> Social media part time position hired. <b>Q4:</b> Requests completed.
Develop a targeted marketing plan that identifies social media posts, electronic mail and other materials to be shared for each event	Marketing	SLSF/Tom/GC	<b>Q1:</b> Develop Marketing plans <b>Q2:</b> Delegate tasks to marketing department - begin implementation <b>Q3:</b> Continue to use marketing plan <b>Q4:</b> Meet to evaluate	<b>Q1:</b> Marketing plans created for all events <b>Q2:</b> New plans in use, marketing team scheduling social media posts <b>Q3:</b> New Social Media coordinator using post scheduler to coordinate and analyze all marketing plans and how they overlap. <b>Q4:</b> Meeting scheduled for January.

## Core Strategy 2: Marketing/Communication

Strategy 2B. Continue to develop Foundation Brand Identification				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Incorporate Storytelling	SLSF/Marketing	SLSF/Tom/GC	<b>Q1:</b> Event impact examples included in event marketing before and thank you's after <b>Q2:</b> Update event landing pages with where fundraising dollars go <b>Q3:</b> Continue for all Golf Outings <b>Q4:</b> Continue for Gala	<b>Q1:</b> Included in GMFS thank you <b>Q2:</b> Included in Palatine thank you, not added to event landing sites <b>Q3:</b> Emailed all golfers fundraising outcome for season. Impact information incorporated into speeches at golf outings. <b>Q4:</b> Gala video featured many participants in action.
Update materials	SLSF/Marketing	Anne/Tom	<b>Q1:</b> List what materials need to be updated <b>Q2:</b> Update business cards with QR codes to website <b>Q3:</b> Prepare draft of step brochure, order trustee name tags <b>Q4:</b> Finalize and print step brochure	<b>Q1:</b> Business cards, Name tags, step brochure <b>Q2:</b> New business cards designed and ordered <b>Q3:</b> Trustee name tags put on hold until 2024. Step brochure will not be printed in favor of digital media. <b>Q4:</b> Will not be utilizing step brochure for 2024.

## Core Strategy 2: Marketing/Communication

Strategy 2D. Begin SLSF's DEI journey and create a process				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Increase involvement and research community groups that value diversity.	SLSF/Marketing	Anne/Tom/GC	<b>Q1:</b> Establish connection with 2 diversity groups <b>Q2:</b> Attend diversity group meetings <b>Q3:</b> Compile data/value from meetings <b>Q4:</b> Pull diversity statements from groups	<b>Q1:</b> SBA diversity alliance, TBD <b>Q2:</b> Attended SBA diversity alliance, made connection with ISNS (Islamic Society of Northwest Suburbs) <b>Q3:</b> Networking data being collected on tracker. <b>Q4:</b>
Develop SLSF DEI statement and values	SLSF	Tracey/SLSF	<b>Q1:</b> Review NWSRA's diversity statement <b>Q2:</b> Begin DEI process with Tracey Crawford <b>Q3:</b> Continue DEI process <b>Q4:</b> Draft DEI Statement	<b>Q1:</b> Reviewed <b>Q2:</b> DEI meeting scheduled for November <b>Q3:</b> DEI meeting to be held in November <b>Q4:</b>

\* Goal Carried over from the 2022 Strategic Plan

## Core Strategy 3: Improve Board Engagement

Strategy 3A. Direct specific asks to Board Members				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop Board strengths and abilities to create individual board snapshots.	SLSF	Anne	<b>Q1:</b> Review past board strength analysis. Complete for new board members. <b>Q2:</b> Reach out to board members with specific tasks for one golf outing that appeals to their strengths. <b>Q3:</b> Specific asks for gala. <b>Q4:</b> Set individual meetings for January 2024	<b>Q1:</b> Analysis Completed based on giving style and contribution history. <b>Q2:</b> 11 board members participating in golf events <b>Q3:</b> Board members contacted to contribute to gala. <b>Q4:</b> Continuing to set individual board meetings.
Have each board member engage in annual commitment.	SLSF	Anne	<b>Q1:</b> Send 2022 annual review and 2023 commitment. <b>Q2:</b> Reach out to all board members personally. Have majority of one-on-one meetings <b>Q3:</b> Finish one-on-one meetings <b>Q4:</b> Reach out to all board members personally about board activity.	<b>Q1:</b> Annual commitment sent <b>Q2:</b> Majority of meetings not held. Board members contacted to schedule meetings. <b>Q3:</b> 3 more board member meetings held. <b>Q4:</b> 3 board member meetings held.
Strategy 3B. Ask Board to assist in marketing and outreach efforts				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Turn board members into ambassadors.	SLSF	Anne/Tom	<b>Q1:</b> Educate board on "elevator pitch" for SLSF <b>Q2:</b> Include ambassador education topics in board updates <b>Q3:</b> <b>Q4:</b>	<b>Q1:</b> Not achieved in Q1 - will review at individual meetings <b>Q2:</b> Record keeping included in June Board Update <b>Q3:</b> Asked individual board members to help promote SLSF mission and provided access to verbiage/materials. <b>Q4:</b> Directed individual board members in promoting through social media.
Create distinguished board member bios	SLSF	Anne/Tom	<b>Q1:</b> Identify distinguished board members and outline project <b>Q2:</b> Contact board members for headshot/info <b>Q3:</b> Start webpage build <b>Q4:</b> Page Complete	<b>Q1:</b> Complete <b>Q2:</b> Re-evaluating distinguished criteria. Compiling historical data to highlight past trustees. <b>Q3:</b> Writing outlines for past trustee highlights to submit for approval. <b>Q4:</b> Project on hold.

\* Goal Carried over from the 2022 Strategic Plan

## Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 4A: Donor Cultivation				
Goal	Department	Point Person	Quarter Objective	Objective Completed
<p>Obtain New Donors 5%</p> <p>* Any new revenue obtained from source that has not given in the past 2 years</p>	SLSF	Anne/Liz/Megan	<p><b>Q1:</b> Obtain 5% new donors through fashion show</p> <p><b>Q2:</b> 5% new donors in golf season</p> <p><b>Q3:</b> 5% new donors in golf season</p> <p><b>Q4:</b> Maintain 5% new donors year end</p>	<p><b>Q1:</b> 47.73% of donors were new in the first quarter,</p> <p><b>Q2:</b> As of the second quarter, 46.64% of donors were new in 2023.</p> <p><b>Q3:</b> As of the third quarter, 51.69% of donors were new in 2023.</p> <p><b>Q4:</b> As of the fourth quarter, 48.42% of donors were new in 2023.</p>
<p>Target established NWSRA families to support SLSF</p>	SLSF	Megan/Liz	<p><b>Q1:</b> Define target group - 8+ years involvement</p> <p><b>Q2:</b> Invite families to target events - personal and emails - include SLSF info in fall brochure</p> <p><b>Q3:</b> Continue to invite families to target events</p> <p><b>Q4:</b> Continue to invite families to target events - evaluate impact</p>	<p><b>Q1:</b> Targeting established NWSRA families in Wheeling for Accessible Greenhouse appeal</p> <p><b>Q2:</b> SLSF page in fall brochure, NWSRA families that live in event cities were added to event mailings, pulling a list of NW families 7 years or more to make sure they are on a mailing list</p> <p><b>Q3:</b> Targeted new participants for fashion show models</p> <p><b>Q4:</b> New to the Gala NW families attended.</p>

## Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 4B: Optimize existing fundraisers to increase revenue				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Develop multi-channel campaign to increase event attendees	SLSF	Anne/Tom/Megan	<p><b>Q1:</b> Review the email list for non-attendees, add non-attendees to outlook invite for next similar event. Non-attendee specific save the date email.</p> <p><b>Q2:</b> Implement email campaign</p> <p><b>Q3:</b> Continue to invite</p> <p><b>Q4:</b> Evaluate</p>	<p><b>Q1:</b> Reviewing email campaign to implement for after the Bridges outing.</p> <p><b>Q2:</b> Non attendees from Bridges and Palatine were added to the BG email list</p> <p><b>Q3:</b> Non attendees from BG were added to Moretti's. Non attendees from Moretti's added Arlington. Non attendees from women's added to Arlington.</p> <p><b>Q4:</b> Gala saw an increase in attendees</p>
Analyze virtual campaigns to maximize revenue and exposure	SLSF	Anne/Liz	<p><b>Q1:</b> Review marketing campaigns to extend timeline and increase exposure.</p> <p><b>Q2:</b> Brainstorm collaborators for virtual events</p> <p><b>Q3:</b> Implement any collaborations for 2023 - planning for 2024</p> <p><b>Q4:</b> Start marketing campaigns for all virtual events</p>	<p><b>Q1:</b> All timelines extended</p> <p><b>Q2:</b> Plan to share virtual campaign information with companies who volunteer</p> <p><b>Q3:</b> Planned 2024 only pasta and popcorn</p> <p><b>Q4:</b> Created marketing plans for 2024.</p>
Develop recurring donation platform and implement for Holiday Appeal	SLSF	Tom/Anne	<p><b>Q1:</b> Research new donation platforms</p> <p><b>Q2:</b> Work with marketing to add to slsf.me</p> <p><b>Q3:</b> Craft holiday appeal with link to platform - direct to recurring</p> <p><b>Q4:</b> Implement with holiday appeal - roll out on Giving Tuesday</p>	<p><b>Q1:</b> GiveSmart donation platform created and added to slsf.me</p> <p><b>Q2:</b> Givesmart donation platform being used for Spring Appeal</p> <p><b>Q3:</b> Holiday Appeal writing in progress</p> <p><b>Q4:</b> Holiday Appeal was completed and sent.</p>

## Core Strategy 4: Enhance Fundraising Vehicles/Methods

Strategy 4C: Create additional revenue opportunities				
Goal	Department	Point Person	Quarter Objective	Objective Completed
Increase payroll deductions as a donation mechanism through companies, coporations, and organizations.	SLSF	Anne/Liz	<b>Q1:</b> Meet with UPS, compile list of companies that do payroll deductions <b>Q2:</b> Reach out to companies to be added to payroll deduction list <b>Q3:</b> Reach out to companies to be added to payroll deduction list <b>Q4:</b> Compile list of companies that offer payroll deduction to SLSF	<b>Q1:</b> Applied to 3 companies for payroll deduction <b>Q2:</b> Accepted to Comcast, meeting with Fronstream to discuss maximizing payroll deductions <b>Q3:</b> Compiled list of online payroll deduction portalls <b>Q4:</b> Completed a list of companies to target for 2024.

\* Goal Carried over from the 2022 Strategic Plan

# MEMO

To: Tracey Crawford, SLSF President  
From: Anne Kiwala, Superintendent of Development  
Date: January 17, 2023  
RE: 2023 Annual Appeal Fund

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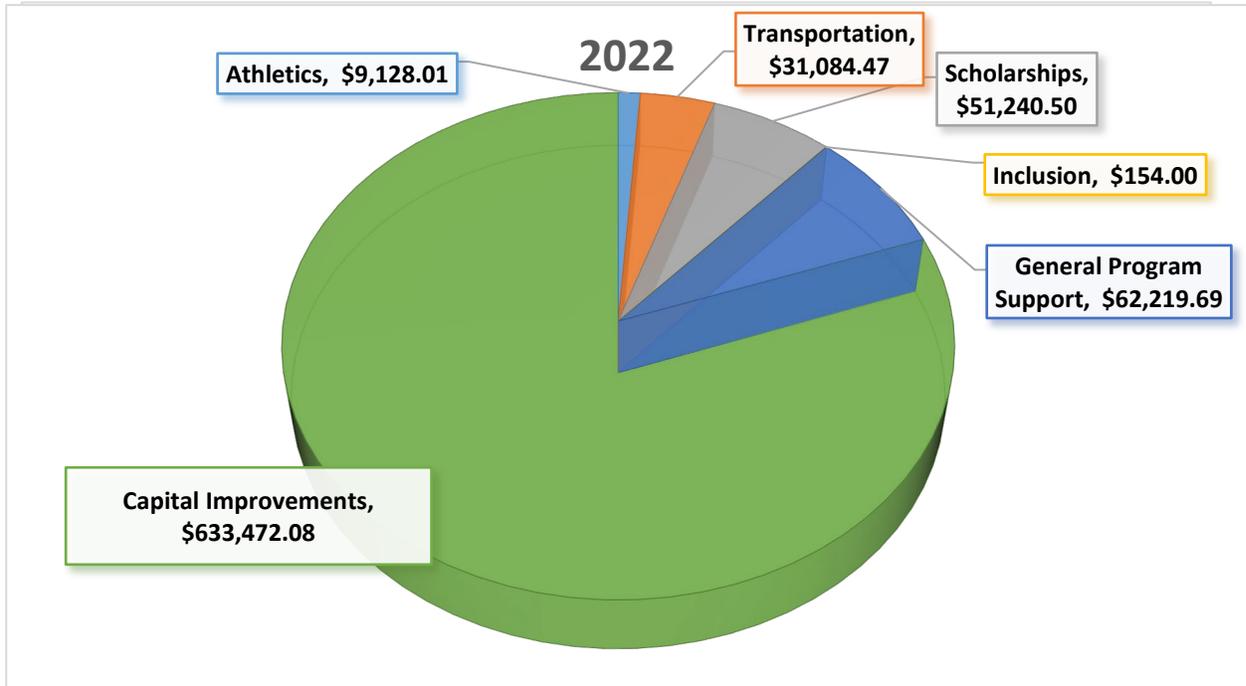
The 2023 goal for the Annual Appeal Fund was to use multi-approach marketing to reach the attention of donors. Appeals were sent by mail, email, in the SLSF Impact Newsletter, and promoted on social media. The Spring Appeal was restricted to support the Accessible Greenhouse project. The Holiday Appeal was unrestricted and the campaign was extended to open on Giving Tuesday (the Tuesday following Thanksgiving) and run through January 31<sup>st</sup>, 2024. Both appeals were sent to all SLSF contacts. Below is a chart which compares the 2022 and 2023 Annual Appeals.

## Yearly Annual Appeal Comparisons

Description	2022	2023	Change
<b>Amount Received</b>	<b>\$19,515.36</b>	<b>\$20,505.80</b>	\$990.44
<b>Number of Responses</b>	<b>62</b>	<b>61</b>	-1
<b>Response Rate</b>			
Total Number Mailed/Emailed	<b>5,292</b>	<b>5,025</b>	-267
% Response	<b>1%</b>	<b>1%</b>	0%
<b>Average Gift</b>	<b>\$314.76</b>	<b>\$336.16</b>	\$21.40
<b>Costs</b>			
Total Actual Expenses	<b>\$2,296.36</b>	<b>\$3,031.92</b>	\$735.56
Cost per donor	<b>\$37.04</b>	<b>\$49.70</b>	\$12.67
Cost per dollar raised	<b>\$0.13</b>	<b>\$0.17</b>	\$0.04
<b>Net Amount Raised</b>	<b>\$17,219.00</b>	<b>\$17,473.88</b>	\$254.88

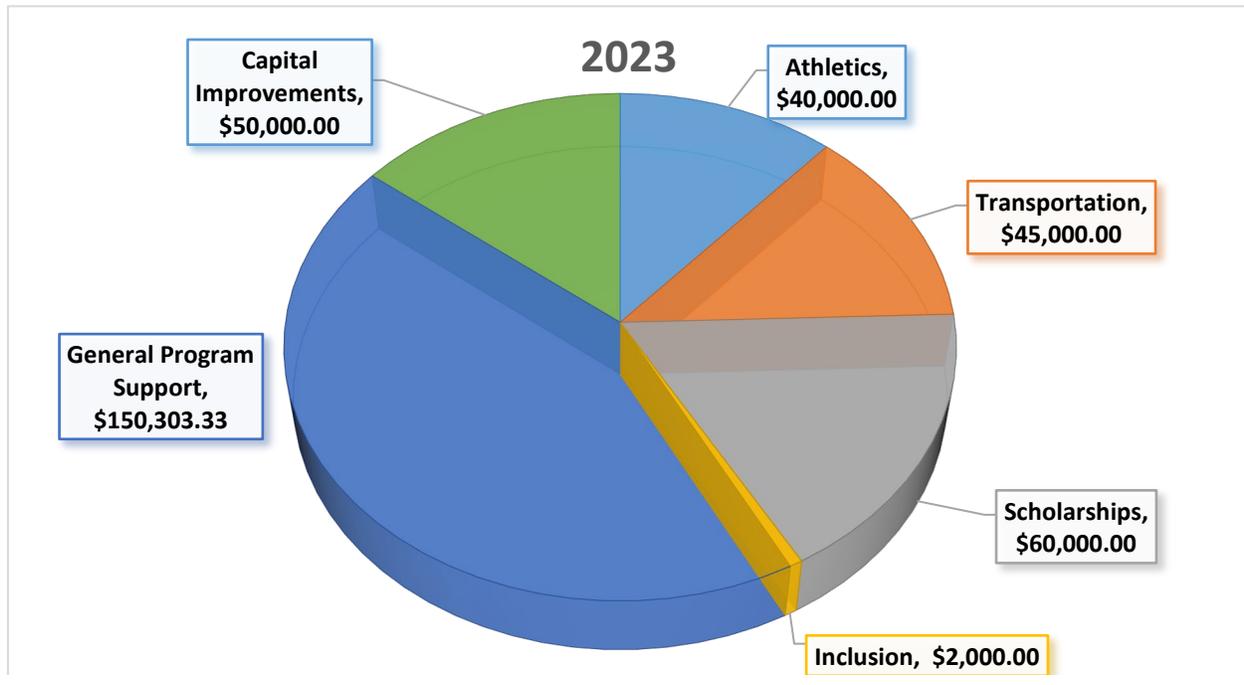
*\*Figures as of January 18th 2023*

# 2022 & 2023 SLSF GIVING COMPARISON



**2022 SLSF Total Amount = \$787,298.75**

*\*2022 Capital Improvement – Vogelei House at the Hoffman Estates Park District*



**2023 SLSF Total Amount = \$347,303.33**

*\*2023 Capital Improvement – Accessible Greenhouse at the Wheeling Park District*

# MARKETING & PR REPORT OCTOBER-DECEMBER 2023

SLSF maximizes public outreach through a variety of endeavors. The following report highlights some of the recent marketing and public relations activities:

## EVENT MARKETING

- Produced all marketing collateral for the 2023 Celebrate Ability Gala. This included the program guides, posters, impact auction materials, and our spotlight video. This video highlighted the musical talents of NWSRA participants to help raise funds for the NWSRA accessible music room project.
- Created the marketing collateral for the 2023 Holiday Luncheon. This included the NWSRA/SLSF Year-in-Review video highlighting all the success both agencies saw in 2023.
- Designed and sent out invites for the 2024 Gold Medal Fashion Show.

## DIGITAL MARKETING

- Published the November edition of the SLSF Impact - highlighting the Gala, Double Good Popcorn Fundraiser, SLSF Apparel Store, and more!



## GENERAL MARKETING

- Created marketing collateral and ordering materials for our Mattress Fundraiser.
- Developed marketing materials and promoted the Dine to Donate event at Portillo's on October 9.
- Created marketing materials for the Double Good Popcorn Fundraiser. This years increased social media focus drew increased traffic and sales.
- Developed print and digital collateral for the 2023 Holiday Appeal, highlighting the impact that NWSRA had on the Sawka Family.
- Promoted the Zurich Fun Fair.
- Produced materials for the SLSF Online Apparel Store.
- Promoted the The Arboretum of South Barrington's Pizza Party with Santa benefiting SLSF.
- Promoted the Holiday Sensory Concert on December 4th, in collaboration with Harper Collage.

## IN PROGRESS

- Officially transitioned from Oracle to Civi. Staff are working quickly with Vitasys to resolve minor issues as they are discovered.
- Filmed model interviews for the 2024 Gold Medal Fashion Show model highlight video and are currently producing day of marketing collateral.

## WEBSITE STATISTICS

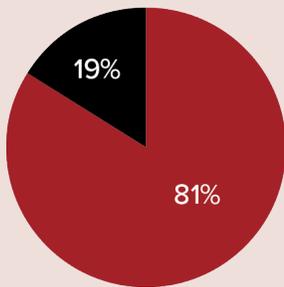
www.slsf.me

971

TOTAL PAGE VIEWS

283

TOTAL SESSIONS



■ New Visitor  
■ Returning Visitor

434 NEW VISITORS

### MOST VISITED PAGES

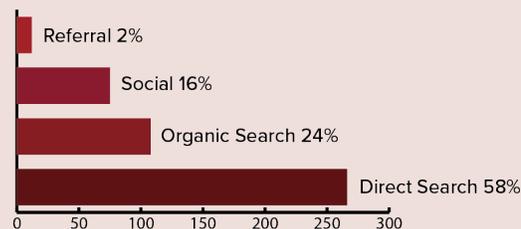
Rank	Page Name	Page Views	Avg. Time Spent
1.	SLSF   Celebrate Ability Gala	285	22 sec
2.	SLSF   Home page	236	8 sec
3.	SLSF   Gold Medal Fashion Show	138	18 sec
4.	SLSF   Events	86	34 sec
5.	SLSF   About	62	28 sec
6.	SLSF   SLSF Team	16	24 sec
7.	SLSF   Board of Directors	15	15 sec
8.	SLSF   Directors	15	5 sec
9.	SLSF   Sponsorships	14	1:13
10.	SLSF   Meeting Info	11	52 sec

### PAGE VIEWS

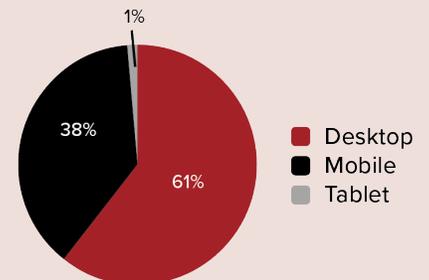
### AVG. TIME SPENT

### TOP CHANNELS

How people visit the website



### DEVICES BEING USED



## SOCIAL MEDIA STATISTICS



People Reached: 6,425  
Total Page Follows: 1,700  
Post Engagements: 403



Post Impressions: 886  
Post Reach: 82  
Total Followers: 221



Post Impressions: 155  
Total Followers: 339  
Page Views: 53

## TRENDING POSTS

- Thank you to Ride For Autism
- A day full of connecting and networking
- Tomorrow, Saturday, October 21st
- We need some baskets for fundraising



## WEBSITE STATISTICS

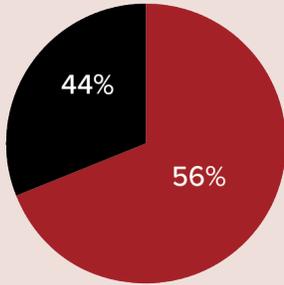
www.slsf.me

1.1K

TOTAL PAGE VIEWS

762

TOTAL SESSIONS



■ New Visitor  
■ Returning Visitor

509 NEW VISITORS

### MOST VISITED PAGES

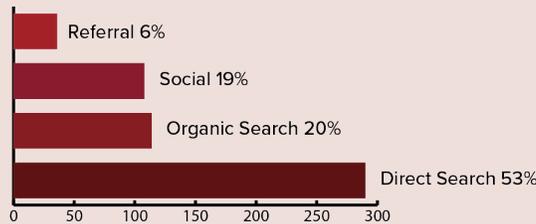
Rank	Page Name	Page Views	Avg. Time Spent
1.	SLSF   Homepage	277	39 sec
2.	SLSF   Double Good Popcorn	181	6 sec
3.	SLSF   Celebrate Ability Gala	126	1:08
4.	SLSF   Events	102	37 sec
5.	SLSF   Gold Medal Fashion Show	91	25 sec
6.	SLSF   About	60	33 sec
7.	SLSF   St. Patrick's Day Dinner	60	10 sec
8.	SLSF   Holiday Appeal	35	51 sec
9.	SLSF   Sponsorships	31	44 sec
10.	SLSF   Board of Directors	19	24 sec

### PAGE VIEWS

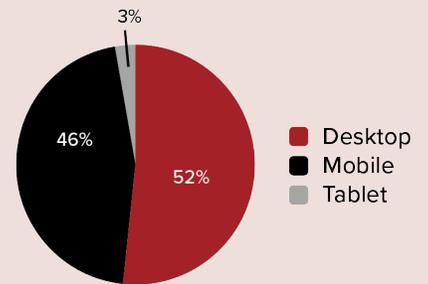
### AVG. TIME SPENT

### TOP CHANNELS

How people visit the website



### DEVICES BEING USED



## SOCIAL MEDIA STATISTICS



People Reached: 4,003  
Total Page Follows: 1.7K  
Post Engagements: 496



Post Impressions: 92  
Post Reach: 237  
Total Followers: 221



Post Impressions: 117  
Total Followers: 399  
Page Views: 75

## TRENDING POSTS

- In 1949 popcorn was temporarily banned
- Today is the LAST DAY to create your Pop-Up
- Cue the fun and open the curtain
- Show your support for SLSF by donating
- We cannot wait to see everyone



## WEBSITE STATISTICS

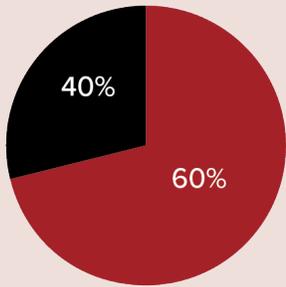
www.slsf.me

1.6K

TOTAL PAGE VIEWS

1,059

TOTAL SESSIONS



■ New Visitor  
■ Returning Visitor

643 NEW VISITORS

### MOST VISITED PAGES

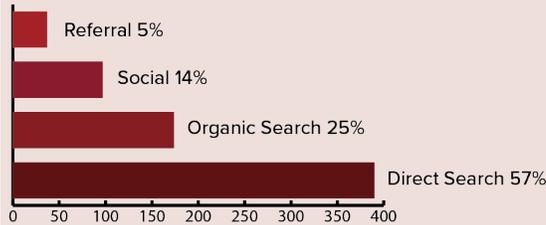
Rank	Page Name	Page Views	Avg. Time Spent
1.	SLSF   Double Good Popcorn	439	14 sec
2.	SLSF   Homepage	318	11 sec
3.	SLSF   Gold Medal Fashion Show	112	32 sec
4.	SLSF   Events	98	38 sec
5.	SLSF   About	50	37 sec
6.	SLSF   St. Patrick's Day Dinner	48	54 sec
7.	SLSF   Holiday Appeal	30	10 sec
8.	SLSF   Celebrate Ability Gala	28	42 sec
9.	SLSF   Sponsorship	24	23 sec
10.	SLSF   Board of Directors	23	24 sec

### PAGE VIEWS

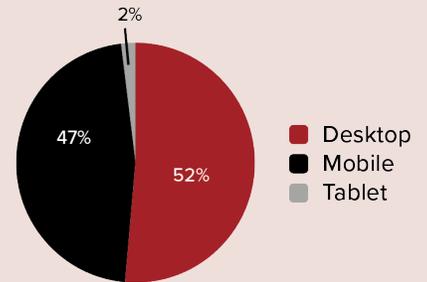
### AVG. TIME SPENT

### TOP CHANNELS

How people visit the website



### DEVICES BEING USED



## SOCIAL MEDIA STATISTICS



People Reached: 5,631  
Total Page Follows: 1.7K  
Post Engagements: 677



Post Impressions: 81  
Post Reach: 98  
Total Followers: 221



Post Impressions: 132  
Total Followers: 399  
Page Views: 63

## TRENDING POSTS

- 20th Annual St. Patrick's Day Dinner
- Congratulations to PURSUIT Buffalo Grove
- Have you bought your popcorn yet?
- Any Resolutions for 2024?
- The stores are OFFICIALLY OPEN

